

Active

Q2: (b) and (1) tailor or tailoring or custom or customize or customized

15: (5) 3 and (account adj5 (information or data))

..L7: (2) 6 and (request adj5 (type or status))

L8: (0) 6 and (customer adj5 (group or category or category or category))

19: (0) 6 and (customer adj5 (grouping or categorization or characteristic or segment

2 L10: (0) e and (customer ads cluster)

411: (6) 3 and (past or history or behavior)

L12: (2) ("6611811").PN.

**Tailed**

(0) 6 and (customer adj5 (cluster)

15701 Saved

2 (878) ((joyalty or frequency or frequent) adj5 (program)) and (financial  
3 (428) ((joyalty or frequency or frequent) adj5 (program)) and (financial  
4 (428) ((joyalty or frequency or frequent) adj5 (program)) and (financial

2 (284) (((Loyalty or incentive or frequency or frequent) ad15 (program)) and (financial

2 (2304673) ((((((Loyalty or incentive or frequency or frequent) adj5 (program)) and (fi

(268) (((Loyalty or incentive or frequent) adj's (program)) and (finance

2 (60570) ((((((loyalty or incentive adj5 (program)) and (fin

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	Document ID	Issue Date	Pages	Title	Current OR	Current
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1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand the preferences and behaviors of potential customers. Once a need is identified, the next step is to develop a concept that addresses this need. This concept should be unique and offer a clear value proposition to the target market.

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1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand what customers want and what problems they are facing.



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100	100	100

Year	Cases
1990	10
1991	15
1992	20
1993	25
1994	30
1995	35
1996	40
1997	45
1998	50
1999	90

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1 and ((tailor or tailored or tailoring or  
custom or customize or customized or  
customizing) adj2 (incentive or incentiveise))

UPDATES  
LEAST WORK  
Largest  
8-23-2004